

Appendix I

Correspondence from Inspired Villages Group regarding their site requirements



Phil Grant
Axis Land Partnerships
Eaton Court
Maylands Avenue
Hemel Hempstead
Hertfordshire
HP2 7TR

9 November 2021

Dear Mr Grant

INSPIRED VILLAGES

I write with reference to your planning appeal at Stapleford. By way of introduction, I can confirm that Inspired Villages is a developer and operator of extra care developments in the UK (also known as Integrated Retirement Communities).

Inspired Villages was established in 2017 following Legal & General's acquisition of English Care Villages followed shortly thereafter by the acquisition of Renaissance Villages. Inspired Villages has six operational villages with four others under construction and, in total, 21 sites legally secured (operational, under construction, consented or in the planning phase). Inspired Villages entered into a new Joint Venture in August 2021 with Legal & General and NatWest Group Pension Fund to enable the business to expand further, with the equity to deliver some 34 sites, providing in excess of 5,000 extra care units for over 7,000 residents.

In terms of the deliverability of an extra care development with the significant level of communal facilities, and the funding and infrastructure required, there is a minimum scale that works financially and operationally.

Inspired Villages 'standard' model for assessment purposes is for approximately 150 extra care units on 3.5 to 7.5 hectares. This can be compared with ARCO (the Associated Retirement Community Operators – the body which represents more than 50% of the retirement community sector in the UK) which advises an integrated retirement community (i.e. extra care) is 'typically 60 to 250 units' (see [What is an Integrated Retirement Community? | ARCO \(arcouk.org\)](#)). For information, our smallest village is 116 units (though we are preparing a planning application to expand the village with a further 40 units), to our largest village for 316 units. However, the majority of our consented developments are in the region of 140 to 180 units.


This 'standard' model is based upon approximately 210,000 sq.ft of floorspace (GIA), of which, approximately 20-25% would be 'non-saleable' space in the form of communal facilities (e.g. café/bar, restaurant, wellbeing centre including treatment rooms, fitness studio and pool, library, activity room and hairdressers). This contrasts with a traditional residential housebuilder who operate at 100%

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Registered address: One, Coleman Street, London, EC2R 5AA
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efficiency (i.e. because they just build homes and provide no communal facilities) whilst our villages are 'only 75-80% efficient due to the significant extent of communal facilities provided on-site (and at Phase 1 prior to the 1st occupation of any extra care unit).

All schemes require a minimum scale of development to be viable, whilst meeting the identified need. It is impractical for an integrated retirement community to be disaggregated into smaller amounts of units because it would not be viable for Inspired Villages to deliver, it would reduce the level of communal facilities provided (and arguably then ceases to be extra care and becomes age restricted or retirement/sheltered housing which are different typologies of specialist housing for older people – see Para 010 PPG [Housing for older and disabled people](#)) and thus the ability to provide the integrated care package, and it would be uneconomic in terms of the service charges needed (i.e. the fewer units the greater an individual's service charge, which if set too high will discourage sales).

I trust that this letter is assistive to you. I am happy to provide any further clarification to you upon request.

Yours sincerely



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